



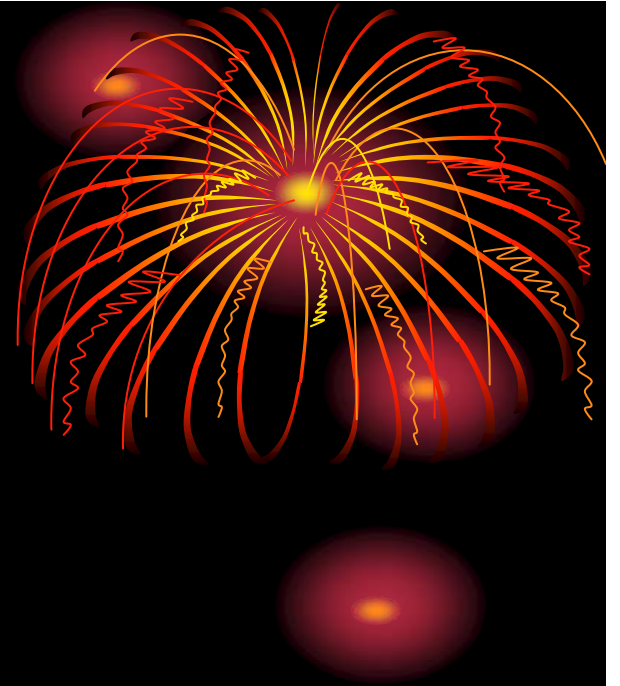
Initiating the Sale

Chapter 13

Steps of a Sale

1. Approaching the customer
2. Determining needs
3. Presenting the product
4. Overcoming objections
5. Closing the sale
6. Suggestion selling
7. Relationship building

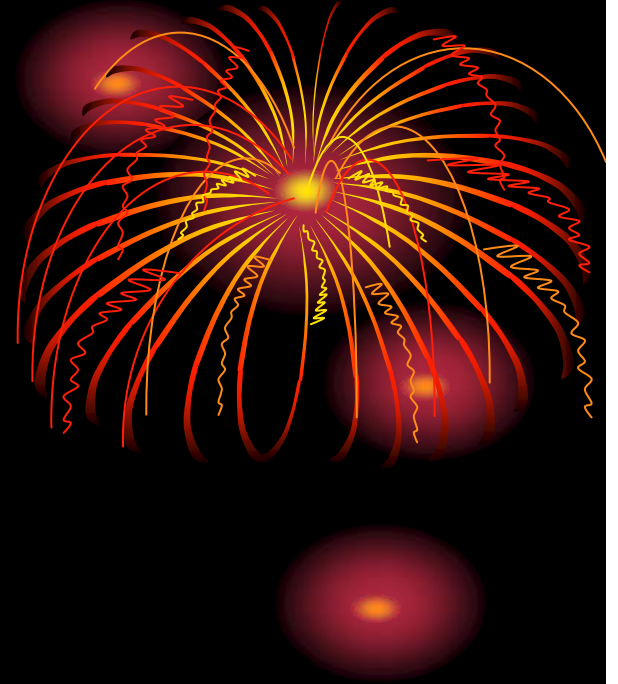




the APPROACH is the first
face-to-face contact with a
customer

Purposes of the Approach

- To begin conversation
- To establish a relationship with the customer
- Focus on the merchandise



The Approach in Business-to-Business Selling

- Introduce company and self
- Give business card, gift (if appropriate)
- Comments about recent happenings in industry or customer's personal interest, etc

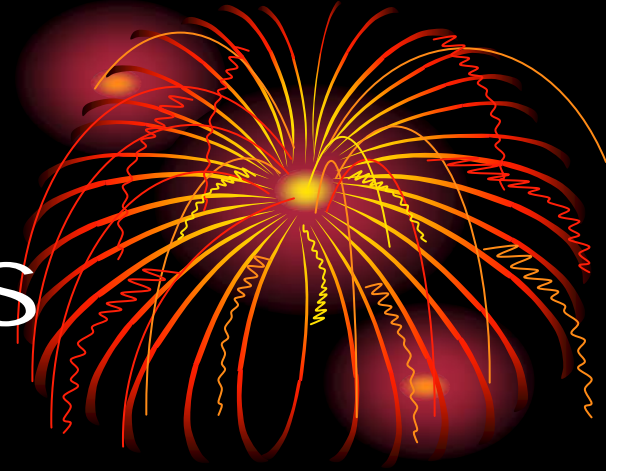


The Approach in Retail Selling



- Service approach method
 - ex: "How may I help you?"
- Greeting approach method
 - ex: "Good Morning"
- Merchandise approach method
 - ex: "That shirt is made of a cotton and polyester blend, so it's machine washable",
"Are you interested in a specific color?"

Sales approach in different countries

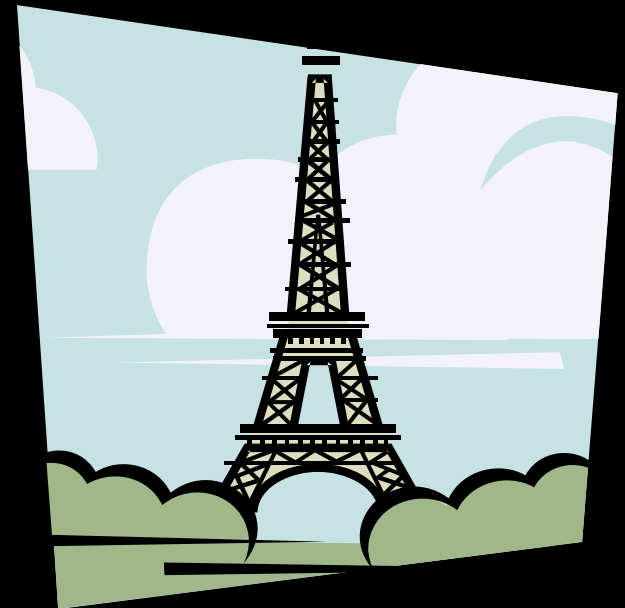


- Japan

- one firm handshake with a slight bow
- bring brand name gift from U.S.

- France

- No appointments before 10:00 a.m.
- Give gift of French origin (not wine)



A salesperson's
focus should be
to determine
the
CUSTOMER'S
NEEDS as
EARLY in the
sales process
as possible



How to determine needs



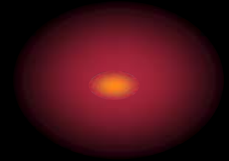
- Observing
 - Nonverbal communication: expressing yourself through body language

How to determine needs cont.



- Listening

- Maintaining good eye contact
- Provide verbal and nonverbal feedback
- Give customers your undivided attention
- Listen with empathy and an open mind
- Do not interrupt



How to determine needs cont.



- Questioning

- Do ask open-ended questions to encourage customers to talk
- Do ask clarifying questions to make sure you understand customers' needs
- Don't ask too many questions in a row
- Don't ask embarrassing questions

